



Mammoth Lakes Tourism Board

Minutes of Regular Meeting

January 3, 2024, 1:00 p.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, Board Member Kirk Wallace, Board Member Cristi Quesada-Costa

Members Absent: Board Member Darlene Magner, Board Member Jess Karell

1. CALL TO ORDER AND ROLL CALL

Chair Pat Foster called the meeting to order at 1:02 p.m. in the Council Chambers located at 437 Old Mammoth Road.

2. BOARD MEMBER REPORTS

Chair Pat Foster welcomed new Board Member John Wentworth.

Board Member Kirk Wallace spoke about an email from Executive Director John Urdi in October regarding the Bike Dream Initiative and reported that he had installed a bike rack in front of his business and encouraged other businesses to do the same.

Vice Chair Eric Clark joined the meeting at 1:06 p.m.

Board Member John Wentworth spoke about the Trails System Master Plan with regard to eBikes, and future connectivity to and through Town, and said that he was happy to be a part of the Board.

Treasurer John Morris announced that as of January 1st, hotels and Short Term Rental (STR) units were no longer allowed to stock small shampoo and conditioner bottles, however, if asked for those items by a guest they may provide them. Mr. Morris said that as of July 1, 2024, lodging rates disclosures would change and there could be no hidden rates or fees in advertisements, full pricing must be provided. He reported that the STR Advisory Committee hoped to have recommendations ready to present to the Town Council by the end of January and said that the Committee's next meeting was scheduled to be held on January 11th. He thanked Vice Chair Eric Clark and the Mammoth Mountain Ski Area (MMSA) Crew for their outstanding snowmaking skills which were able to keep the Mountain up and running when there was very little natural snow.

Secretary John Mendel announced that his business had moved into a new facility, and said that he was excited about the Spirit and Ale Trail which was discussed at the December meeting.

Vice Chair Eric Clark said that MMSA had invested a lot in snow making equipment and would continue to do so moving forward so they could open more chairs earlier when there wasn't enough natural snow. He announced that Chair 16 had opened on December 16th, and said that the Avalanche team had been blasting on the Mountain early this morning, and that more snow should arrive Saturday.

Chair Pat Foster said that the Night of Lights event on the Mountain was amazing.

There was discussion between Executive Director John Urdi and members of the Board.

3. PUBLIC COMMENTS

There were no comments given at this time.

4. CONSENT AGENDA

Moved by Treasurer John Morris

Seconded by Secretary John Mendel

Approve the Consent Agenda.

For (4): Chair Pat Foster, Treasurer John Morris, Secretary John Mendel, and Board Member Kirk Wallace

Abstain (1): Board Member John Wentworth

Absent (3): Board Member Darlene Magner, Board Member Jess Karell, and Board Member Cristi Quesada-Costa

Carried (4 to 0)

4.1 Approve the minutes of the Regular Meeting of December 6, 2023.

5. POLICY MATTERS

5.1 2023 Summer & Fall Ad Tracking Presentation - Review of 2023 Summer and Fall advertising effectiveness

Director of Marketing Sarah Winters outlined the information in the 2023 Summer & Fall Ad Tracking Presentation.

There was discussion between staff and members of the Board.

5.2 Winter Air Service Update - Update on bookings for both MMH and BIH Airports

Executive Director John Urdi outlined the information in the Air Service Update presentation.

Chair Pat Foster provided additional information on air service and discussed the cancellation of air service with Burbank.

There was discussion between Mr. Urdi and members of the Board.

5.3 MLT Annual Financial Audit Fiscal Year 2022-23 - Review and discussion of the MLT annual audit with Board vote to approve the audit

Executive Director John Urdi outlined the information in the MLT Annual Financial Audit for the Fiscal Year 2022-23.

There was discussion between Mr. Urdi and members of the Board.

Moved by Secretary John Mendel
Seconded by Vice Chair Eric Clark

Approve the MLT Annual Financial Audit for Fiscal Year 2022-23.

For (6): Chair Pat Foster, Vice Chair Eric Clark, Treasurer John Morris, Secretary John Mendel, Board Member John Wentworth, and Board Member Kirk Wallace

Absent (3): Board Member Darlene Magner, Board Member Jess Karell, and Board Member Cristi Quesada-Costa

Carried (6 to 0)

5.4 Financial Reports

Receive an update regarding the financial health of the Mammoth Lakes Tourism and the results of the previous month for Transient Occupancy Tax (TOT), Tourism Business Improvement District (TBID) and current account balances

Board Member Cristi Quesada-Costa joined the meeting at 2:12 p.m.

Executive Director John Urdi outlined the information in the Financial Reports. Mr. Urdi noted that there was a typo in the balance listed for the Measure A Checking account, the correct balance was \$787,279.82, not \$7,787,279.82.

There was discussion between Mr. Urdi and members of the Board.

6. DEPARTMENT UPDATES

A brief recap of past, current, and future efforts of each department.

6.1 International Sales

Director of Sales and International Marketing Michael Vanderhurst gave an update on international sales activities. Mr. Vanderhurst handed out copies of MLT's new Vacation Planner that was used for International marketing and outlined the information in it. He reported that on the public relations side, Visit California would bring seventeen people from multiple markets to Mammoth in February for a Familiarization (FAM) Visit, and said that there were several other upcoming FAM visits planned, two of which would be in partnership with Alterra with media outlets from Mexico and Brazil. He said that on the trade side, there would be FAMs from Australia, and in partnership with Alterra one from Mexico and one from the UK.

There was discussion between Mr. Vanderhurst and members of the Board.

6.2 Communications

Executive Director John Urdi announced that Director of Content, Communications and Public Relations Lara Kaylor had just completed her 10th year with MLT.

Ms. Kaylor gave an update on recent communications activities. She reported that Lauren McLeod was brought on full-time as the Communications Coordinator after filling in part-time while Ms. Kaylor was on leave. She said that she had several media visits on the books and was working on focus groups with business owners, full-time residents and second homeowners for the community sentiment survey. She reported that MLT was working with Destination Think on a destination management project, while also continuing their stewardship and sustainability efforts.

There was discussion between staff and members of the Board.

6.3 Marketing

Director of Marketing Sarah Winters gave an update on marketing events and activities. Ms. Winters reported that the LA Kings media buy would launch in February, as would the Anaheim Ducks' winter program. She announced that MLT would sign a three year social media contract with LA Kings Captain Anze Kopitar, and that Marketing Manager Emily Bryant would take over special event funding.

There was discussion between Ms. Winters and members of the Board.

6.4 Local Marketing

Marketing Manager Emily Bryant gave an update on recent local marketing activities. Ms. Bryant announced that the special event funding application period would be open from January 8th through 5:00 p.m. on January 31st and said that the applications would be reviewed the first two weeks of February, and funding announcements would be made around February 21st. She reported that she would attend the Bart Hall Fishing Show at the end of the month in Long Beach, and the Bart Hall Fishing Show in Del Mar in February. Ms. Bryant provided updates on the MLT Extranet and the Yiftee Gift Card program.

There was discussion between Ms. Bryant and members of the Board.

6.5 Digital Marketing

Digital Marketing Manager Samantha Lindberg provided an update on digital marketing efforts and social media activity. Ms. Lindbergh reported that MLT would push California Ski Safety Month messaging in January along with winter events and sustainability.

Board Member John Wentworth requested that the visitation at the Community Recreation Center (CRC) be tracked by user type and activity, and presented to the Town Council.

There was discussion between staff and members of the Board.

7. OTHER STANDING UPDATES

7.1 Mammoth Resorts Update - Eric Clark

Board Member Eric Clark gave an update on Mammoth Mountain Ski Area (MMSA) news, activities and operations. Mr. Clark announced that the Mountain Coaster had opened successfully and would run until the snow got too deep, and said the rope course and lodge build-out should be ready by next fall. He reported that the second IKON early ups would take place this weekend on Sunday, said that the Grand Prix would take place at the end of January, weather dependent, and reported that today was the biggest snow day on the Mountain so far this season.

In response to Board Member John Wentworth's request in the previous item, Executive Director John Urdi reported that the CRC has had approximately nine thousand visits since its official opening day on November 24th, compared to approximately 8,650 visits for the entire season on the outdoor rink last year and an all-time high of 10,225 visits in one season on the outdoor rink.

There was discussion between Mr. Urdi and members of the Board.

7.2 Mammoth Lakes Chamber of Commerce Update - Jess Karell

No Chamber report was given.

7.3 Town Council Update - John Wentworth

Board Member John Wentworth gave an update on Town Council news, activities and operations. Mr. Wentworth announced that the Town Council was in the process of hiring a new Town Manager and expected to have whomever they selected in place by the end of February. He discussed the

Town Council's need to slow down a bit to work with the new Town Manager and set priorities for the biggest items to work on over the next few months. He spoke about the Town's STR Moratorium and provided updates on the Main Lodge Redevelopment and housing.

There was discussion among members of the Board.

8. CLOSED SESSION

There was no Closed Session held.

8.1 CONFERENCE WITH LEGALCOUNSEL- EXISTING LITIGATION
(Paragraph 1 of subdivision (d) of Section 54956.9) Name of case:
Main Street Taxpayer Association v. Mammoth Lakes Tourism.

9. ANNOUCEMENT OF ACTION TAKEN IN CLOSED SESSION

10. ADJOURNMENT

The meeting was adjourned at 2:56 p.m. to the next regular meeting scheduled to be held on Monday, February 5, 2024, at 8:00 a.m.

Angela Plaisted, Assistant Clerk